

Message Text

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21

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 W

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R 130705Z JUN 75

FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC 3110

INFO AMCONSUL ZAGREB

UNCLAS SECTION 1 OF 2 BELGRADE 2992

DEPT PASS COMMERCE FOR JAMES E. MURRIN/BRAD TYRRELL

E.O. 11652: N/A

TAGS: BEXP YO

SUBJ: METALWORKING AND FINISHING TECHNICAL SALES SEMINAR TO
YUGOSLAVIA, OCTOBER 27-31, 1975

REF: STATE 74120

1. SUMMARY: ADVANCE WORK IN BELGRADE COMPLETE. TECHNICAL SALES SEMINAR (TSS) THERE IS SCHEDULED BEGIN MONDAY MORNING, OCT 27 AND CONTINUE THROUGH AFTERNOON MEETINGS, TUES., OCT 28. FOLLOWING DAY FOR INDIVIDUAL FOLLOWUP APPOINTMENTS, POSSIBLE GROUP PLANT VISIT, AND SEMINAR TEAM'S DEPARTURE FOR ZAGREB AT 1730 HRS. GROUP AND PRIVATE MEETINGS IN BELGRADE WILL BE CONDUCTED IN HOTEL JUGOSLAVIA, EXCEPTING THOSE INSTANCES WHERE PLANT AND/OR PROTOCOL VISITS DICTATE OTHERWISE. RECEPTION SCHEDULED EVE OF OCT 27. ALL NECESSARY EQUIPMENT AND PRINTING TO BE HANDLED AT POST, WITH USIS LENDING MAJOR ASSISTANCE. ONCE TEAM COMPOSITION DEFINITE, AT LEAST TWO MAILINGS WILL BE MADE TO APPROPRIATE LOCAL UNIVERSE. OUTLINE OF PROGRAM APPROACH AND RELATED REQUIREMENTS CONCURRED IN BY POST AND ADVANCE OFFICER FOLLOWS. END SUMMARY

2. FIRST LEG OF TSS WILL BE AT HOTEL JUGOSLAVIA, BELGRADE, OCT 27-28. SWING DAY OF OCT 29, IN BELGRADE, WILL BE FOR APPOINTMENTS, PROTOCOL VISIT AND TRAVEL TO ZAGREB. SEMINAR TEAM WILL DEPART BELGRADE ON YUGOSLAV AIRLINES FLIGHT 724 AT 1739 HRS ARRIVING ZAGREB AT 1815. HRS. CONTROL OFFICER FOR UNCLASSIFIED

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ENTIRE EVENT WILL BE COMMERCIAL ATTACHE, WILLIAM J. WALLER.

MR. LOUIS SELL, AT ZAGREB CONGEN, WILL COORDINATE ALL ARRANGEMENTS THAT CITY. TYPICAL BUSINESS DAY IN YUGOSLAVIA BEGINS AROUND 0700 AND ENDS AT 1500; CONSEQUENTLY ALL TEAM MEMBERS URGED TO ARRIVE BELGRADE NO LATER THAN SUNDAY MORNING, OCT 26, PREFERABLY THE EVENING BEFORE. NOT ONLY WILL THIS HELP THEM SHED "JET LAG", BUT WILL ALSO ALLOW ENTIRE TEAM TO VIEW SITE AND RECEIVE EMBASSY BRIEFING LATE SUNDAY AFTERNOON.

3. CO-SPONSORSHIP IN BOTH BELGRADE AND ZAGREB HAS BEEN AGREED TO BY THE MACHINE TOOL BUILDERS ASSOCIATION OF YUGOSLAVIA (MASINOUNION), WHICH REPRESENTS ALL YUGOSLAV MACHINE-TOOL BUILDERS. CONTROL OFFICER, ADVANCE OFFICER, AND OTHER EMBASSY OFFICIALS MET WITH DIRECTOR OF ASSOCIATION, STEVAN MAKASIC AND OTHERS; HE INDICATED ASSOCIATION'S SINCERE INTEREST IN FORTHCOMING TSS AND OFFERED TO (A) PROVIDE MAILING LIST, (B) SUGGEST APPROPRIATE LOCAL SPEAKERS, AND (C) PROFFER TOPICS OF INTEREST TO LOCAL UNIVERSE.

4. PROGRAM FORMAT FOR BELGRADE NOW FIRM; PROVIDES FOR BOTH MORNING AND EARLY AFTERNOON SESSIONS. MORNING WILL BE TRADITIONAL STATE-OF-THE-ART (SOA) TALKS. AFTERNOON WILL BE DEVOTED TO PRODUCT DISCUSSIONS (CHALK TALKS) BY INDIVIDUAL FIRMS, RUNNING SIMULTANEOUSLY WITH INDIVIDUAL APPOINTMENTS (ONLY ONE FIRM AT A TIME WILL BE UTILIZING SALON FOR CHALK TALKS). LATTER WILL PROVIDE CARRYOVER OF SUBJECT MATTER FROM MORNING SOA DISCUSSION. FIRMS SPEAKING IN A.M. BEFORE FULL AUDIENCE WILL THEREBY BE AFFORDED SECOND AND MORE CONCENTRATED OPPORTUNITY TO TARGET IN ON PRODUCTS CONSIDERED OF INTEREST TO LOCAL UNIVERSE. CHALK TALKS ALSO EXPECTED TO GENERATE UNSCHEDULED APPOINTMENTS IN INSTANCES WHERE EARLY MORNING LISTENER NOW INTERESTED ENOUGH TO WANT FURTHER U.S. INPUT AND FUTURE APPOINTMENT. EquALLY IMPORTANT, CHALK TALKS PROVIDE A MORE INTIMATE SESSION FOR PURPOSE OF Q&A EXCHANGES AND ALLEVIATE LANGUAGE BARRIER PRESENT IN LARGE A.M. SESSION. IN SUMMARY, OPPORTUNITY FOR COMMERCIAL SPIN-OFF FROM A.M. DISCUSSIONS IS GIVEN FULL OPPORTUNITY TO TAKE EFFECT. U.S. IRMS URGED TO BRING WHATEVER VISUAL AID SUPPORT THEY CONSIDER APPROPRIATE FOR BOTH MORNING AND AFTERNOON SESSIONS.

5. BELGRADE SCEDULE, EXCLUDING ACTUAL TEAM COMPOSITION, FOLLOWS:

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MONDAY, OCT 27 - SALON MORAVA, STATE-OF-THE-ART (SOA)

MORNING 0900 - OPENING CEREMONY: INCLUDES BRIEF REMARKS BY U.S. AND YUGOSLAV CO-SPONSORS AND APPROPRIATE EMBASSY (1) AND GOVT (1) OFFICIALS.
0930 - SOA TALKS BY JACK CONNER, TSS CHAIRMAN
100 - SOA TALKS BY U.S.FIRM-1
1030 - SOA TALK BY U.S. IRM-2

1100-1130 - INTERMISSION (COFFEE BREAK) IN DRAVA ROOM (BIC)
1130 - SOA TALKS BY YUGOSLAV, CONCERNING SITUATION IN LOCAL INDUSTRY.
1200 - SOA TALK BY U.S. FIRM-3
1230-1300 - MORNING SESSION CLOSED; SHORT COFFEE BREAK PLANNED
WHILE PREPARATIONS MADE FOR FIRST OF AFTERNOON CHALK TALKS
AND CONTINUED SCHEDULING INDIVIDUAL APPOINTMENTS.
AFTERNOON 1300 - CHALK TALK BY U.S. IRM-3 (#)
1340 - CHALK TALK BY U.S. FIRM-2 (#)
1420 - CHALK TALK BY U.S. FIRM-1 (#)
1500 - AFTERNOON SESSION COMPLETED.
(#) CHALK TALK WILL BE GIVEN BY SAME U.S. FIRM THAT SPOKE AT
SOA MORNING SESSION, BUT INVERSE ORDER.
EVENING 1800-2000 - RECEPTION

TUES, OCT 28 - SALON MORAVA, (SOA)

MORNING 0800 - SOA TALKS BY U.S. FIRM-4
0830 - SOA TALK BY U.S. FIRM-5
0900 - SOA TALK BY YUGOSLAV, CONCERNING LOCAL ADVANCES IN TECH-
NOLOGY.
0930 - SOA TALK BY U.S. FIRM-6
1000 - SOA TALK BY U.S. FIRM-7
1030-1100 - INTERMISSION (COFFEE BREAK) IN DRAVA ROOM (BIC)

EVENINGSESSIONCLOSED AND PREPARATIONS FOR AFTERNOON ACTIVITY
BEGUN.
AFTERNOON 1100 - CHALK TALK BY U.S. FIRM-7
1200 - CHALK TALK BY U.S. FIRM-6
1300 - CHALK TALK BY U.S. FIRM-5
1400 - CHALK TALKS BY U.S. FIRM-4
1500 - REGULARLY SCHEDULED PROGRAM OFFICIALLY CLOSED FOR
BELGRADE; ONLY APPOINTMENTS CONTINUE.

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 W

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R 130705Z JUN 75

FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC 3111

INFO AMCONSUL ZAGREB

UNCLAS SECTION 2 OF 2 BELGRADE 2992

DEPT PASS COMMERCE FOR JAMES E. MURRIN/BRAD TYRRELL

6. SCHEDULE APPOINTMENTS RUN SIMULTANEOUSLY WITH CHALK TALKS AND ARE HELD IN ADJACENT BIC ROOM, (DRAVA). WITH EXCEPTION OPENING DAY MORNING, HOWEVER, SEMINAR TEAM MEMBERS, WHOSE TIME IS NOT OTHERWISE PROGRAMMED, SHOULD ALWAYS BE AVAILABLE FOR APPOINTMENTS. TWO RECEPTIONISTS WILL BE STATIONED AT ENTRANCE SALON DRAVA AT ALL TIMES DURING OFFICIAL PROGRAM, TO ENSURE THAT ALL POSSIBLE APPOINTMENTS ARE MADE. IN THIS CONTEXT, IT SHOULD BE NOTED THAT EVERY EFFORT WILL BE MADE TO PRE-REGISTER GUESTS AND CONCOMITANTLY TO PREARRANGE APPOINTMENTS FOR EACH TEAM MEMBER WILL BE SUPPLIED UPON ARRIVAL BELGRADE. SIGNIFICANT LOCAL INTEREST AND MASINO UNION CO-Sponsorship INDICATE THAT DAILY ATTENDANCE AT SOA SESSIONS COULD APPROACH UP TO 80-100; AUDIENCE TO BE GARNERED FROM LOCAL ASSOCIATION OFFICIALS, MANAGEMENT DECISION-MAKERS, TECHNICIANS, INDUSTRY END-USERS, AGENT-DISTRIBUTOR TYPES AND APPROPRIATE LOCAL OFFICIALS.

7. HOTEL FACILITIES DELUXE CLASS. IT IS MODERN, WITH ALL CONVENiences. ONE SUITE AND NINE SINGLES WITH BATH HAVE BEEN RESERVED FOR TEAM'S ARRIVAL BEGINNING 10/25. (EACH MEMBER SHOULD INDICATE HIS ETA SO AS NOT TO BE CHARGED FOR EXTRA NIGHT.) SINGLE ROOMS \$20.52 PER NIGHT. FIRMS WRITING HOTEL SHOULD ADDRESS LETTERS TO VELJKO SIMIC, BANQUET MANAGER, AND SEND COPY TO CONTROL OFFICER, VIA INTERNATIONAL AIRMAIL. ALL EQUIPMENT NEEDS, INCLUDING CHALK BOARD, MICROPHONES, MOVE AND SLIDE PROJECTORS AND SCREEN, SOUND FACILITY, AND NAME SIGNS (U.S. AND YUGOSLAV) PROVIDED BY USIS. SIMULTANEOUS INTERPRETATION EQUIPMENT, INCLUDING BOOTH, WILL BE RENTED LOCALLY; SAME FIRM TO SERVICE UNCLASSIFIED

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BELGRADE AND ZAGREB. VOLTAGE IS 220 50 HZ FOR U.S. FIRMS BRINGING EQUIPMENT.

8. PRINTING AND GRAPHICS PROVIDED COURTESY USIS BELGRADE. INCLUDED WILL BE SPECIALLY MOUNTED PHOTO COPIES (20" X 30") OF TEAM MEMBERS' EQUIPMENT - DISPLAYED IN SALON DRAVA (BIC). IN THIS CONTEXT, EACH MEMBER URGED ASAP TO SUPPLY USDOC ONE OR TWO 8" X 10" GLOSSY PRINTS OF EQUIPMENT THEY WISH DISPLAYED IN THIS MANNER. CUSTOMARY TEAM BROCHURE AND ABSTRACT BOOKLET WILL INCLUDE SCHEDULE ENTIRE PROGRAM IN EACH CITY AND BE TRANSLATED INTO SERBIAN FOR BELGRADE AND CROATIAN FOR ZAGREB. PRELIMINARY ESTIMATE IS THAT 1200 PRINT PIECES WILL BE REQUIRED AND BE EQUALLY DIVIDED BETWEEN TWO STOPS.

9. PERSONNEL FOR BELGRADE INCLUDES TWO RECEPTIONISTS FROM EMBASSY TO ACT AS APPOINTMENTS SECRETARIES AND INTERPRETERS, OCT 27 & 28. ONLY ONE WILL BE REQUIRED MORNING OF 29TH. THE ADVANCE OFFICER HAS LEFT PROVISION IN THE

BUDGET TO HIRE ONE TEMPORARY SECRETARY FOR PHONE CALLS AND/OR MAILINGS, WITH NO MORE THAN 10 WORKING DAYS ENVISIONED. SAME SECRETARY COULD BE EMPLOYED DURING COURSE OF ALL OFFICIAL EVENTS IN ZAGREB. SIMULTANEOUS INTERPRETERS (2) WILL BE REQUIRED TWO DAYS ONLY AND BE CONTRACTED FOR LOCALLY. ESCORT INTERPRETERS (3) ALSO CONTRACTED LOCALLY, WITH ADDITIONAL HELP AVAILABLE ON AS-NEEDED BASIS. ONE FSO AND ONE FSL WILL REMAIN AT HOTEL AT ALL TIMES DURING TEAM'S WORKING DAY. USIS WILL SUPPLY OPERATOR FOR ITS EQUIPMENT, AS WILL LOCAL CONTRACTOR SUPPLYING SIMULTANEOUS INTERPRETATION EQUIPMENT. PHOTOGRAPHER WILL BE SUPPLIED BY USIS TO TAKE APPROPRIATE ACTION PICTURES FOR USDOC AND INDIVIDUAL TEAM REQUIREMENTS.

10. PUBLICITY WILL BEGIN IMMEDIATELY AFTER COMPOSITION OF TSS AND SUBJECT MATTER OF SOA TALKS KNOWN. IT IS HOPED A FIRST MAILING CAN GO OUT IN MID OR LATE JULY. ONCE PRINTED, BROCHURE AND BOOKLET WILL BE MAILED ONE WEEK APART IN MID AND LATE SEPT RESPECTIVELY. NO PRESS CONFERENCE CONSIDERED WORTHWHILE, BUT CUSTOMARY BLUE RIBBON CALLS WILL BE MADE. PHONE CALL FOLLOW-UP, FOR APPOINTMENT PURPOSES, WILL ALSO BE CONDUCTED.

11. TRANSPORTATION FROM AIRPORT IN BELGRADE TO HOTEL MUST BE DONE ON INDIVIDUAL BASIS, UNLESS POST HAS ADVANCE NOTICE AND SCHEDULING DETAILS THAT TEAM WILL ARRIVE TOGETHER. TRANSPORT TO AND FROM UNCLASSIFIED

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HOTEL AND AIRPORT WILL BE PROVIDED BY POST USING TSS FUNDS. COST OF TRANSPORT FOR POSSIBLE PLANT VISIT WILL ALSO BE FUNDED BY TSS.

12. BUDGET ESTIMATES THAT FOLLOW WILL BE FOR BELGRADE ONLY:

PROMOTION EXPENSES

SUITE FOR DIRECTOR (10/26-28) \$2323.53
(IF NEED 10/25) \$ (53.00)

CONFERENCE ROOM \$236.54

BIC ROOM \$ NO CHARGE

SECRETARY 10 WORKING DAYS AT \$15/DAY \$150.00

ESCORT INTERPRETERS (2) AT \$30 EA. 2 DAYS \$120.00
(1) AT \$30.00 EA. 1 DAY \$30.00

SIMULTANEOUS INTERPRETATION EQUIPMENT: \$475.00

PHOTOGRAPHIC-USDOC \$15.00

PRINTING BY USIS \$ NO CHARGE

BASIC TRANSPORTATION TO HOTEL \$200.00

MISC. \$50.00

TOTAL \$1740.07

HOSPITALITY-RELATED COSTS

SUITE & CONFERENCE SETS \$150.00

RECEPTION \$525.00

DIRECTOR'S PROTOCOL-DINNER \$100.00

COFFEE EACH MORNING FOR ALL PARTICIPANTS \$300.00

INVITATIONS \$ NO CHARGE

PHOTOGRAPHIC \$ INDIVIDUALS PAY OWN NEEDS

PLANT VISIT TRANSPORT \$120.00

TOTAL \$1195.00

RATE OF EXCHANGE IN YUGOSLAVIA IS CURRENTLY 16.91 DINARS TO

US\$1.

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13 GENERAL MARKETING INFO ON THE METALWORKING AND
FINISHING INDUSTRY WILL BE SUBMITTED BY POST IN JULY FOR TEAM
MEMBER USE. THE YUGOSLAV MEKET IS CERTAINLY UNIQUE, COMPARED TO
WHAT U.S. BUSINESSMEN MAY BE ACCUSTOMED TO ELSWEHRE IN WEHSTERN
EUROPE. ADDITIONALLY, THERE ARE SPECIAL REQUIREMENTS FOR DOING
BUSINESS HERE, E.G. A LOCAL AGENT-DISTRIBUTOR MUST BE APPOINTED.

14. PROGRAM FOR ZAGREB WILL FOLLOW AS ADVANCE WORK THERE IS
COMPLETED.

15. ACTION REQUESTED: PLEASE CABLE SOONEST (A) NAMES, TITLES,
AND FIRMS OF ALL PARTICIPANTS AND (B) RESPECTIVE TITLES OF PROPOSED
SOA PAPERS (ON WHICH POST WILL ASK CO-SPONSOR'S SUGGESTIONS AS
TO POINTS TO EMPHASIZE).

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